Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in the above-identified application.

Listing of Claims

1.   (**Currently amended**) A computer implemented method of customizing a product comprising:

provide a set of one or more customizable product classes;

receiving a customizable class rule;

receiving a request to designate a customizable product class from the set of ~~one or more~~ customizable product classes as a customizable product instance;

~~presenting a customizable product class from the set of one or more customizable products classes as the customizable product instance;~~

~~providing a set of one or more component products, the set of one or more component products associated with the customizable product instance;~~

receiving a request to associate a first component product from [[the]] a set of ~~one or more~~ component products with the customizable product instance; and

determining whether to associate the first component product ~~from the set of one or more component products~~ with the customizable product instance based on [[a]] the ~~predetermined set of~~ customizable class rule. ~~rules, the customizable class rules associated with the customizable product instance.~~

2.   (**Currently amended**) The computer implemented method of claim 1 further comprising:

determining not to associate the first component product ~~from the set of one or more component products~~ with the customizable product instance if the customizable class rule limits association of the first component product with the customizable product instance.

3. **(Currently amended)** The computer implemented method of claim 1 further comprising:

> determining to associate [[a]] <u>the</u> first component product ~~from the set of one or more~~ ~~component products~~ with the customizable product instance if the customizable class rule allows association of the first component product with the customizable product instance; and

associating the first component product with the customizable product instance.

4. (Previously presented) The computer implemented method of claim 3 further comprising:

> determining whether to associate a second component product with the customizable product instance upon the associating the first component product if the customizable class rule requires association of the first component product with the second component product; and

associating the second component product with the customizable product instance.

5. **(Currently amended)** The computer implemented method of claim 1 wherein the providing [[a]] <u>the</u> set of ~~one or more~~ component products [[includes]] <u>comprises</u> providing a user interface for each component product<u>, wherein the user interface comprises a theme user interface, a control user interface, and a group user interface</u>.

6. **(Canceled)**

7. **(Currently amended)** The computer implemented method of claim 1 wherein two or more component products from the set of ~~one or more~~ component products are associated with the customizable product instance.

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8.   **(Currently amended)** A machine-readable medium that provides instructions, which when executed by a set of one or more processors, cause the set of processors to perform operations of customizing a product comprising:

   providing a set of one or more customizable product classes;

   receiving a customizable class rule;

   receiving a request to designate a customizable product class from the set of ~~one or more~~ customizable product classes as a customizable product instance;

   ~~presenting a customizable product class from the set of one or more customizable products classes as the customizable product instance;~~

   ~~providing a set of one or more component products, the set of one or more component products associated with the customizable product instance;~~

   receiving a request to associate a first component product from [[the]] a set of ~~one or more~~ component products with the customizable product instance; and

   determining whether to associate the first component product ~~from the set of one or more component products~~ with the customizable product instance based on [[a]] the ~~predetermined set of~~ customizable class rule. ~~rules, the customizable class rules associated with the customizable product instance.~~

9.   **(Currently amended)** The machine-readable medium of claim 8, the operations further comprising:

   determining not to associate the first component product ~~from the set of one or more component products~~ with the customizable product instance if the customizable class rule limits association of the first component product with the customizable product instance.

10.   **(Currently amended)** The machine-readable medium of claim 8, the operations further comprising:

   determining to associate [[a]] **the first** component product ~~from the set of one or more component products~~ with the customizable product instance if the customizable class rule allows association of the first component product with the customizable product instance; and

   associating the first component product with the customizable product instance.

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11.   (**Currently amended**) The machine-readable medium of claim 10, the operations further comprising:

        determining whether to associate a second component product to the customizable product instance upon the associating the first component product if the customizable class rule requires associating the first component product with the second component product; and

        associating the second component product with the customizable product instance.

12.   (**Currently amended**) The machine-readable medium of claim 8 wherein the providing [[a]] **the** set of ~~one or more~~ component products [[includes]] comprises providing a user interface for each component product.

13.   (**Currently amended**) The machine-readable medium of claim 12 wherein the user interface [[includes]] comprises a theme [[UI]] user interface, a control [[UI]] user interface, and a group [[UI]] user interface.

14.   (**Currently amended**) The machine-readable medium of claim 8 wherein two or more component products from the set of ~~one or more~~ component products are associated with the customizable product instance.

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15.   (**Currently amended**) A computer implemented method of customizing a product comprising:

        <u>receiving a set of customizable class rules that define at least one relationship among component products;</u>

        designating a customizable product class from a set of ~~one or more~~ customizable product[[s]] classes as a customizable product instance; ~~and~~

        selecting a <u>first</u> component product from a set of ~~one or more~~ component products to form a customizable product<u>; and</u> ~~, the set of one or more component products are associated~~

        <u>associating the first component product</u> with the customizable product instance based on a <u>customizable class rule, among the set of customizable class rules, that applies to the customizable product instance.</u> ~~predetermined set of customizable rules, the customizable class rules associated with the customizable product instance.~~

16.   (**Currently amended**) [[A]] <u>The</u> computer implemented method of claim [[15]] <u>15,</u> further comprising selecting <u>a second component product</u> ~~from a set of alternative component products~~ to add to the customizable product, <u>wherein</u> the selecting is <u>based on</u> ~~determined by~~ the first component product ~~selected based on the predetermined set of~~ <u>and at least one of the</u> customizable <u>class</u> rules.

17.   (**Currently amended**) [[A]] <u>The</u> computer implemented method of claim [[15]] <u>15,</u> further comprising selecting two or more component products associated with the customizable product class.

18.   (**Currently amended**) [[A]] <u>The</u> computer implemented method of claim [[15]] <u>15,</u> further comprising automatically associating <u>a second component product</u> ~~one or more component products~~ with the customizable product instance upon the selecting ~~from a set of one or more component products to form a customizable product~~ based on ~~the predetermined set of~~ <u>at least one of the</u> customizable <u>class</u> rules.

19.   (**Canceled**)

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20.　　**(Canceled)**

21.　　**(Canceled)**

22.　　**(Canceled)**

23.　　**(Canceled)**

24.　　**(Currently amended)** A machine-readable medium that provides instructions, which when executed by a set of one or more processors, cause the set of processors to perform operations of customizing a product comprising:

    <u>receiving a set of customizable class rules that define at least one relationship among component products;</u>

    designating a customizable product class from a set of ~~one or more~~ customizable product[[s]] classes as a customizable product instance; and

    selecting a <u>first</u> component product from a set of ~~one or more~~ component products to form a customizable product<u>; and</u> ~~, the set of one or more component products are associated~~

    <u>associating the first component product</u> with the customizable product [[class]] <u>instance</u> based on a <u>customizable class rule, among the set of customizable class rules, that applies to the customizable product instance.</u> ~~predetermined set of customizable rules, the customizable rules associated with the customizable product instance.~~

25.　　**(Currently amended)** The machine-readable medium of claim 24<u>, wherein the operations further comprise</u> ~~further comprising~~ selecting from a set of alternative component products to add to the customizable product, <u>wherein</u> the selecting is ~~determined by~~ <u>based upon</u> the first component product ~~selected~~.

26.　　**(Currently amended)** The machine-readable medium of claim 24<u>, wherein the operations further comprise</u> ~~further comprising~~ selecting two or more component products associated with the customizable product class.

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27.   **(Currently amended)** The machine-readable medium of claim 24, wherein the operations further comprise ~~further comprising~~ automatically associating a second component product ~~one or more component products~~ with the customizable product instance upon the selecting ~~from a set of one or more component products to form a customizable product~~ based on ~~the predetermined set of~~ at least one of the customizable class rules.

28.   **(Canceled)**

29.   **(Currently amended)** The machine-readable medium of claim 27 wherein the customizable product rules comprise ~~contains~~ pricing information and allow for discount pricing.

30.   **(Canceled)**

31.   **(Currently amended)** The machine-readable medium of claim 27 wherein the customizable product [[includes]] rule comprises component product information to guide a consumer in [[the]] a selection of the customizable product, and the component product is displayed in a user interface .

32.   **(Canceled)**

33.   **(Currently amended)** An apparatus to customize a product comprising:

a memory to store a set of one or more customizable product classes; and

a processor, coupled to the memory, ~~to:~~ and configured to:

identify a set of component products,

receive a customizable class rule,

receive a request to designate a customizable product class from the set of ~~one or more~~ customizable product classes as a customizable product instance,

~~provide a customizable product class from the set of one or more customizable products classes as the customizable product instance,~~

~~provide a set of one or more component products, the set of one or more component products associated with the customizable product instance,~~

receive a request to associate a first component product from [[the]] a set of ~~one or more~~ component products with the customizable product instance, and

determine whether to associate the first component product ~~from the set of one or more component products~~ with the customizable product instance based on ~~a set of predetermined~~ the customizable class rule. ~~rules, the customizable class rules associated with the customizable product instance.~~

34.   **(Currently amended)** The apparatus of claim [[34]] 33, wherein the [[the]] processor is further configured to determine not to associate the first component product ~~from the set of one or more component products~~ with the customizable product instance if the customizable class rule limits association of the first component product with the customizable product instance.

35.   **(Currently amended)** The apparatus of claim [[33]] 33, wherein the processor is further [[to]] configured to:

determine to associate [[a]] **the** first component product ~~from the set of one or more component products~~ with the customizable product instance if the customizable class rule allows association of the first component product with the customizable product instance; and ~~,and~~

associate the first component product with the customizable product instance.

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36.   (Currently amended) The apparatus of claim [[35]] 35, wherein the processor is further [[to]] configured to:

> determine whether to associate a second component product with the customizable product instance upon the associating the first component product if the customizable class rule requires association of the first component product with the second component product; and , and
>
> associate the second component product with the customizable product instance.

37.   (Currently amended) The apparatus of claim [[33]] 33, wherein the processor is further configured to provide a user interface for each component product, wherein the user interface comprises a theme user interface, a control user interface, and a group user interface.

38.   (Canceled)

39.   (Currently amended) The apparatus of claim [[33]] 33, wherein two or more component products from the set of one or more component products are associated with the customizable product instance.

40.   (New) The computer implemented method of claim 1, wherein the receiving the customizable class rule comprises receiving the customizable class rule in a natural language format.

41.   (New) The computer implemented method of claim 40, further comprising:

> converting the customizable class rule from the natural language format into a low-level computer language.

42.   (New) The computer implemented method of claim 1, wherein the customizable class rule comprises an expression relating to an attribute of a component product.

43.   (New) The computer implemented method of claim 1, wherein the customizable class rule defines at least one relationship among the customizable product classes.

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44.   (New) The machine-readable medium of claim 8, wherein the receiving the customizable class rule comprises receiving the customizable class rule in a natural language format.

45.   (New) The machine-readable medium of claim 44, the operations further comprising:
    converting the customizable class rule from the natural language format into a low-level computer language.

46.   (New) The machine-readable medium of claim 8, wherein the customizable class rule comprises an expression relating to an attribute of a component product.

47.   (New) The machine-readable medium of claim 8, wherein the customizable class rule defines at least one relationship among the customizable product classes.

48.   (New) The computer implemented method of claim 15, wherein the receiving the customizable class rules comprise receiving the customizable class rules in a natural language format, the computer implemented method further comprising:
    converting the customizable class rules from the natural language format into a low-level computer language.

49.   (New) The computer implemented method of claim 15, wherein each customizable class rule comprises an expression relating to an attribute of a component product.

50.   (New) The computer implemented method of claim 24, wherein the receiving the customizable class rules comprises receiving the customizable class rules in a natural language format, the operations further comprising:
    converting the customizable class rules from the natural language format into a low-level computer language.

51.   (New) The computer implemented method of claim 24, wherein each customizable class rule comprises an expression relating to an attribute of a component product.

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52.   (New) The apparatus of claim 33, wherein the processor is further configured to receive the customizable class rule in a natural language format, wherein the processor is further configured to:

   convert the customizable class rule from the natural language format into a low-level computer language.

53.   (New) The apparatus of claim 33, wherein the customizable class rule comprises an expression relating to an attribute of a component product, and the customizable class rule defines at least one relationship among the customizable product classes.

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